

**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

☒ Declaration
Submitted With Initial
Filing OR
☐ Declaration
Submitted after Initial
Filing (surcharge
(37 CFR 1.16 (e))
required)

| | |
|------------------------|---------------------|
| Attorney Docket Number | 10005.001710 |
| First Named Inventor | Jeffrey A. McFadden |
| COMPLETE IF KNOWN | |
| Application Number | not yet known |
| Filing Date | |
| Art Unit | not yet known |
| Examiner Name | not yet known |

I hereby declare that:

Each inventor's residence, mailing address, and citizenship are as stated below next to their name.

I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

OPTIMIZATION OF ADVERTISING CAMPAIGNS ON COMPUTER NETWORKS

the specification of which (Title of the Invention)

☒ Is attached hereto

OR

☐ was filed on (MM/DD/YYYY) [] as United States Application Number or PCT International

Application Number [] and was amended on (MM/DD/YYYY) [] (If applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

| Prior Foreign Application Number(s) | Country | Foreign Filing Date (MM/DD/YYYY) | Priority Not Claimed | Certified Copy Attached? | |
|--|---------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| | | | | YES | NO |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

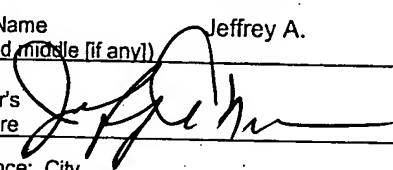
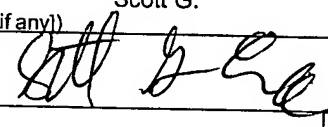
[Page 1 of 2]

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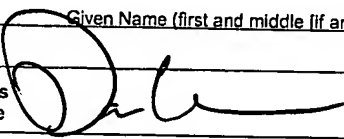
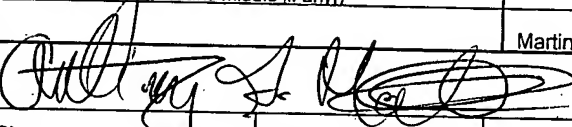
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DECLARATION — Utility or Design Patent Application

| | | | | | | |
|---|--|---|-----------|---|----|---|
| Direct all correspondence to: | | <input checked="" type="checkbox"/> Customer Number | 000031894 | | OR | <input type="checkbox"/> Correspondence address below |
| Name | | | | | | |
| Address | | | | | | |
| City | | State | | ZIP | | |
| Country | | Telephone | | Fax | | |
| I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon. | | | | | | |
| NAME OF SOLE OR FIRST INVENTOR: | | | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | | |
| Given Name (first and middle (if any)) | | Jeffrey A. | | Family Name or Surname | | |
| Inventor's Signature | |  | | Date | | |
| Residence: City | | State | | Country | | Citizenship |
| Hillsborough | | CA | | US | | US |
| Mailing Address | | | | | | |
| 1220 Southdown Road | | | | | | |
| City | | State | | Zip | | Country |
| Hillsborough | | CA | | 94010 | | US |
| NAME OF SECOND INVENTOR: | | | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | | |
| Given Name (first and middle (if any)) | | Scott G. | | Family Name or Surname | | |
| Inventor's Signature | |  | | Date | | |
| Residence: City | | State | | Country | | Citizenship |
| Menlo Park | | CA | | US | | US |
| Mailing Address | | | | | | |
| 914 Continental Drive | | | | | | |
| City | | State | | Zip | | Country |
| Menlo Park | | CA | | 94025 | | US |
| <input checked="" type="checkbox"/> Additional inventors or a legal representative are being named on the 1 supplemental sheet(s) PTO/SB/02A or 02LR attached hereto. | | | | | | |

DECLARATION**ADDITIONAL INVENTOR(S)
Supplemental Sheet**

Page 1 of 1

| | | | |
|---|--------------|---|-------|
| Name of Additional Inventor, if any | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | |
| Given Name (first and middle (if any)) | | Family Name or Surname | |
| David L.  | | Goulden | |
| Inventor's Signature | | Date 2/26/04 | |
| Residence: City | Redwood City | State | CA |
| | | Country | US |
| Citizenship US | | | |
| Mailing Address 441 Grand Street | | | |
| City | Redwood City | State | CA |
| | | ZIP | 94062 |
| | | Country | US |
| Name of Additional Inventor, if any | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | |
| Given Name (first and middle (if any)) | | Family Name or Surname | |
| Anthony G.  | | Martin | |
| Inventor's Signature | | Date 2/9/04 | |
| Residence: City | Los Altos | State | CA |
| | | Country | US |
| Citizenship CANADA | | | |
| Mailing Address 1060 Los Altos Avenue | | | |
| City | Los Altos | State | CA |
| | | Zip | 94022 |
| | | Country | US |
| Name of Additional Inventor, if any | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | |
| Given Name (first and middle (if any)) | | Family Name or Surname | |
| | | | |
| Inventor's Signature | | Date | |
| Residence: City | | State | |
| | | Country | |
| Citizenship | | | |
| Mailing Address | | | |
| City | | State | |
| | | Zip | |
| | | Country | |

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**POWER OF ATTORNEY
and
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INDICATION FORM**

| | |
|------------------------|---------------------|
| Application Number | not yet known |
| Filing Date | |
| First Named Inventor | Jeffrey A. McFadden |
| Art Unit | not yet known |
| Examiner Name | not yet known |
| Attorney Docket Number | 10005.001710 |

I hereby appoint:

☒ Practitioners at Customer Number

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OR

☐ Practitioner(s) named below:

| Name | Registration Number |
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Fax

I am the:

☒ Applicant/Inventor.

☐ Assignee of record of the entire interest. See 37 CFR 3.71.

Certificate under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name Jeffrey A. McFadden

Signature

Date

Telephone

(650) 232-0301

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☒ *Total of 4 forms are submitted.

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| | |
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| Application Number | not yet known |
| Filing Date | |
| First Named Inventor | Jeffrey A. McFadden |
| Art Unit | not yet known |
| Examiner Name | not yet known |
| Attorney Docket Number | 10005.001710 |

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☐ Assignee of record of the entire interest. See 37 CFR 3.71.

Certificate under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name Scott G. Eagle

Signature

Date

2/2/04

Telephone

(650) 232-0303

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Application Number not yet known

Filing Date

First Named Inventor Jeffrey A. McFadden

Art Unit not yet known

Examiner Name not yet known

Attorney Docket Number 10005.001710

I hereby appoint:

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SIGNATURE of Applicant or Assignee of Record

Name David L. Goulden

Signature

Date

2/26/04

Telephone

650-980-1329

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| Attorney Docket Number | 10005.001710 |

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SIGNATURE of Applicant or Assignee of Record

Name Anthony G. Martin

Signature

Date

Telephone

(408) 232-0300

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